Example of Specialist Digital Marketing Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of specialist digital marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for specialist digital marketing

- Perform A/B and multi-variate tests on websites to improve usability and generate leads and conversions
- Work directly with the sales team to execute marketing programs on their behalf
- Monitor performance of paid ad campaigns and optimizing
- Communicate marketing programs to the sales team to facilitate selling
- Collaborate with internal clients and team members to successfully develop and deploy effective email marketing campaigns with measurable results within a mutually agreed upon timeline
- Work with internal stakeholders, and marketing team (writers, designers and editors) as necessary to gather, develop, and build content for campaigns
- Design, build and execute automated nurture programs for both clients and prospects, including segmented list generation, entry and transition logic and rules, and lead routing and other functional considerations
- Compile, analyze and produce standard and ad hoc email campaign reports and insights to improve future campaign performance, including optimization of key metrics such as open rates, CTR, conversions and retention
- Conduct A/B testing of customer segments, content and timing to improve performance over time
- Perform comprehensive quality assurance for every detail of all email

Qualifications for specialist digital marketing

- Must be competent in CMS, digital design, and e-marketing platforms
- Ideal candidate will have experience with database marketing
- Ideal candidate will have previous concert & events experience
- Knowledge of Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- 2-4 years of paid digital media advertising experience
- Prior experience with direct response advertising is preferred